

BISNOW

Bisnow Information

PLEASE DIRECT ALL INQUIRIES REGARDING THIS PROPOSAL
TO

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**At the end of the day,
there is only one goal:**

DO MORE BUSINESS.

Let's make that happen.

BISNOW

We deliver results based on your objectives

Bisnow's platform is designed to deliver you a complete, fully-tailored marketing program specifically aligned to your goals. We've worked with thousands of CRE marketers over the years, so we've built our offerings on what our clients need to deliver clear and measurable ROI.

	ON-SITE	EMAIL PUBLICATIONS			MARKETING SERVICES		DIGITAL EVENTS		ACCOUNT BASED MARKETING	
	Website Banners	Morning Brief / Newsletter Ads	Morning Brief Links	Custom Brief Takeover	Sponsored Content	Sponsored Content w/ Lead Poll	Speaking Sponsorships	Presenting Sponsorship	Social Targeted Ads	CORE Targeting
BRAND AWARENESS	●	●	●	●	●	●	●	●	●	●
TRAFFIC GENERATION	●	●	●	●					●	●
THOUGHT LEADERSHIP			●	●	●	●	●	●	●	●
LEAD GENERATION			●	●	●	●	●		●	●
LEAD QUALIFICATION						●		●		●

BISNOW

A BIT ABOUT US

BISNOW

Our mission is simple. We inform, connect, and advance the commercial real estate industry to do more business.

Our vertically integrated B2B platform serves the commercial real estate industry across 50 markets to drive insight, uncover opportunities, and close more deals. We believe in using our knowledge of the industry and data-driven insights to drive value for our clients.

No matter your target audience or objective, Bisnow has the keys to unlock what you need to connect with the CRE industry.

11M

Bisnow.com
news readership

15K+

News stories
published annually

50

Number of cities
we publish in

830K

Digital brief
subscribers

4K+

Employers on the
SelectLeaders job network

4

Number of countries
we publish in

250K

Event registrations
in 2020

650

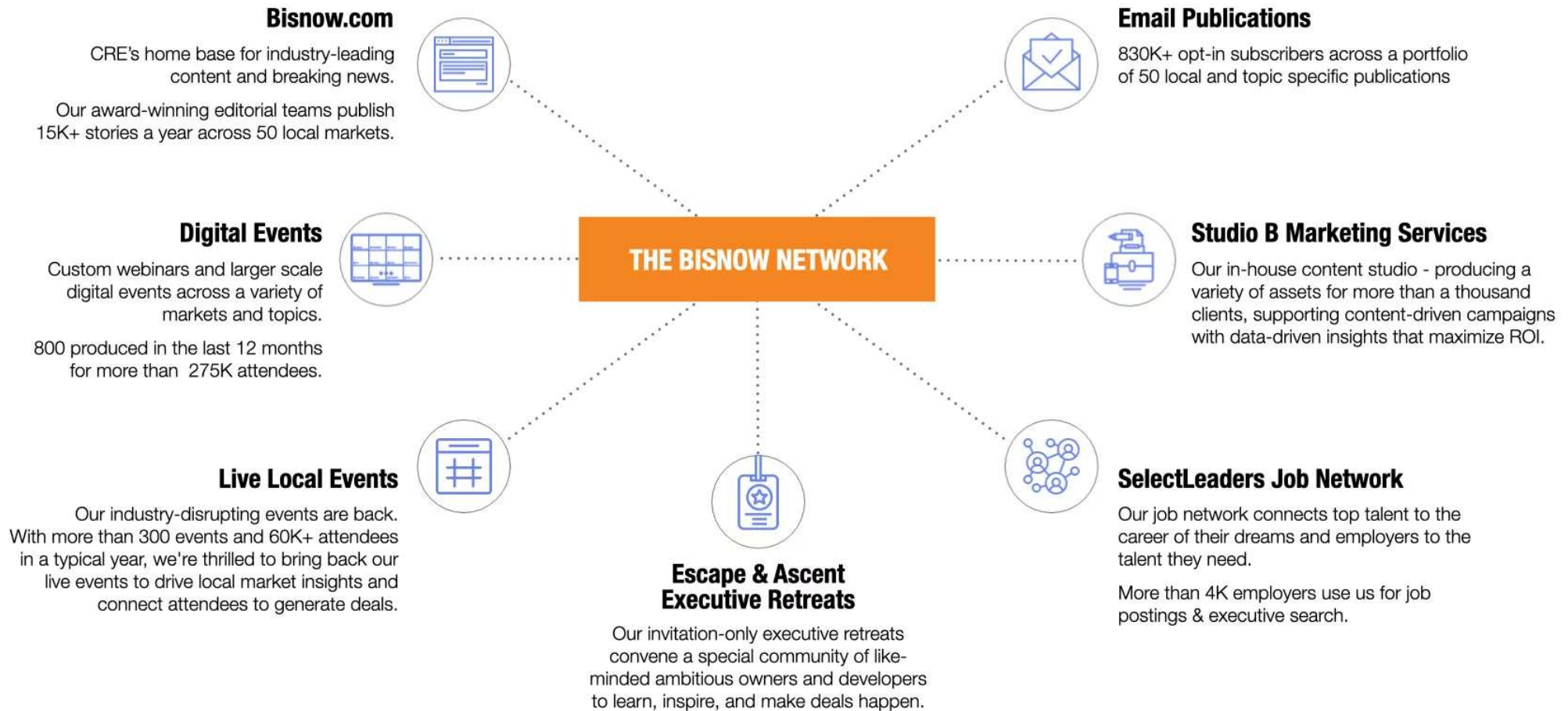
Events
in 2020

1K+

pieces of custom
content created

BISNOW

We've built the most trusted, impactful platform in CRE



BISNOW



DIGITAL MARKETING

BISNOW

Bisnow Email Publications

LOCAL MORNING NEWS BRIEFS

Morning Brief		
Atlanta Morning Brief	Link	40,500
Austin/San Antonio Morning Brief	Link	14,500
Bay Area Morning Brief	Link	54,500
Birmingham Morning Brief	Link	5,000
Boston Morning Brief	Link	27,000
Chicago Morning Brief	Link	34,000
DC Morning Brief	Link	61,500
Denver Morning Brief	Link	25,000
Dallas / Ft. Worth Morning Brief	Link	31,500
Dublin Morning Brief	Link	7,500
Houston Morning Brief	Link	28,500
London Morning Brief	Link	35,500
Manchester Morning Brief	Link	10,500
Minneapolis Morning Brief	Link	8,500
New York Morning Brief	Link	79,000
Pacific Northwest Morning Brief	Link	30,000
Philadelphia Morning Brief	Link	33,000
SoCal Morning Brief	Link	40,000
South Florida Morning Brief	Link	32,000
Toronto Morning Brief	Link	7,500

NATIONAL PUBLICATIONS

National / Topic Specific News Briefs		
Affordable Housing	Link	36,000
Broker's Brief	Link	50,000
Build-To-Rent / Beds (UK)	Link	5,000
Capital Markets	Link	37,500
Coworking	Link	48,500
Data Center	Link	22,500
Healthcare	Link	24,000
Hotel	Link	25,000
Industrial	Link	26,000
Investment	Link	226,500
Life Sciences	Link	10,500
Marketing	Link	16,000
National Top Stories	Link	218,500
Multifamily	Link	52,000
National Newsletter	Link	117,000
Office	Link	33,000
Property Management	Link	26,000
Retail	Link	14,000
What Tenants Want	Link	51,500

For any publication, click the blue link to see a digital audience breakdown and performance statistics.

BISNOW

Local and national morning briefs

Bisnow's Local Morning Briefs and National Topic-Specific Briefs offer the highest clickthrough rates in commercial real estate media.

Each Morning Brief is an email newsletter with an aggregated list of the top stories in commercial real estate for the select market or national topic. These briefs cover a mix of original Bisnow articles, stories from other news sources, and sponsored links.



1



2

Cannabis Retailers In A 'Feeding Frenzy' To Lock Up Space Before Applications Open

Morgan Stanley, BlackRock Now Mandating Vaccines For Office Return

2021 Real Estate Laws And Customs Guide Updated For 2021 By First American Title National Commercial Services. Get It Now

3



2

1-3) THE TAKEOVER

Every ad unit within Bisnow's News Briefs is optimized for specific, measurable ROI. On average, Lead Ads get the most impressions and Sponsored Links get the most clicks. By becoming a presenting sponsor, you can capitalize on each available unit with a take over of the following:

- Mention as the "Presented by" sponsor in the email subject line
- Co-Branded Header Image
- Lead Image Ad
- Sponsored Link #1 (Top Position)
- Footer Image Ad

2) LEAD IMAGE ADS / FOOTER ADS

- 500x400 banner ad unit displayed at the top and bottom of each brief
- Best used to generate a combination of impressions and click-through traffic
- Book-ending the news content as the user scrolls through each morning

3) SPONSORED LINKS

- 140 character text ads
- Fully customizable: you can write your own headline & link to anything you'd like
- Highest clickthrough rate of any ad unit on the Bisnow platform--and since we track who clicks on your ads, sponsored links are an inexpensive way to generate leads and increase awareness

Your exclusive client portal

Bisnow is the only media platform in CRE that will track, validate, and share who is engaging with your campaign--down to the exact individual's profile. Our proprietary client portal allows you to track engagement, access leads, and act on the data in real-time.

We believe in data, so we've built this live data dashboard to give you unparalleled transparency and access that no other platform can match.

TRACK REAL-TIME PERFORMANCE STATS

- Unique Open Rates
- Unique Impressions
- Click Through Rates
- Performance by Ad Unit / Industry-Type / Market

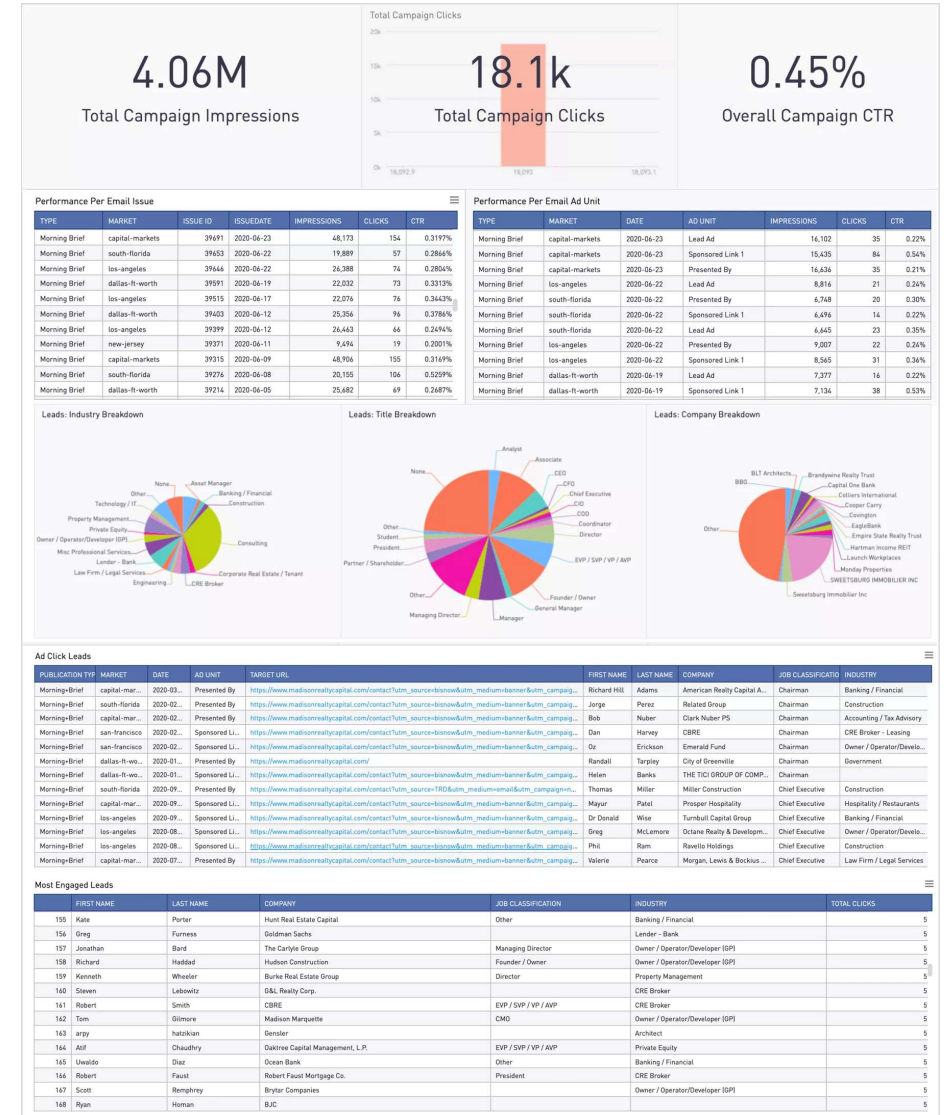
GENERATE LEADS

- Access to downloadable lead lists with the Name, Company, Job Title and Industry-Type for every single individual who interacts with your ads

LEAD QUALIFICATION

- The dashboard ranks your most engaged leads by the number of times they click, further qualifying your leads for efficient and effective outreach

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LIVE EVENTS

BISNOW

Presenting Sponsorship

ALIGN YOUR BRAND WITH BISNOW'S BEST-IN-CLASS EVENTS

PRESENTING SPONSORS RECEIVE TOP-TIER BRANDING OPPORTUNITIES

Presenting sponsorships are the most effective way to engage with event attendees & promote your brand.

As a presenting sponsor, you'll have a hand in the event itself, collaborating with the Bisnow production team on selecting all panel speakers and sending invitations. *Bisnow ultimately retains editorial control of the event speakers and topics, but will work closely with your team and update you on speaker invites as they are confirmed.*

INCLUDED IN YOUR PACKAGE:

- Brand inclusion on event marketing & promotion
- Welcoming remarks and a 3-5 minute presentation at the event
- Multiple onstage mentions of your brand by the event emcee promoting you as a presenting sponsor, using mutually agreed upon talking points
- 6' sponsored booth to use onsite to distribute marketing materials, collateral, & ability to further brand your presence onsite
- Opportunity to place your marketing collateral on guest chairs
- Full attendee list including first name, last name, company name, and job title.
- 15 complimentary tickets for your team to attend, network & connect with leads
- 20% discount code to share with your networks, on social media, & anyone else you may want to attend, including customized branded graphics to promote the event to your lists and invite your clients

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Speaking Sponsorships

OPTION 1

MODERATOR SPONSORSHIP

An expert from your company will moderate a panel at the event, with significant input into the discussion topics, themes and specific speaker invites to join them on stage. This is an incredibly powerful opportunity to shape the conversation and connect with both the panelists as well as the audience in attendance.

OPTION 2

PANELIST SPONSORSHIP

A representative from your company with intimate knowledge of the session topic will participate as a panelist, driving the conversation on a peer level and helping educate everyone else in the room on the selected subject matter.

Commercial Sponsorship



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OPTION 1

VERBAL COMMERCIAL

The session emcee will deliver a 45-60 second Verbal Commercial in front of the entire audience, promoting your firm, who should do business with you, and top highlights for your company. We write this copy together and you will approve it prior to the event.

OPTION 2

VIDEO COMMERCIAL

40-60 second Video Commercials are also an incredibly effective way to communicate the value of your business. These are played on the event screen via a projector, in front of the entire audience at the event, immediately prior to one of the panels.

OPTION 3

OPENING REMARKS

Kick off the morning with a 5-7 minute address from the podium. With the ability to project slides, opening remarks are a great way to show your business' proprietary research, market trends and case studies to a room full of prospective clients.

Booth Sponsorship

INCLUDED IN YOUR BOOTH PACKAGE:

- Prime placement of a marketing table in the networking area of the event; you're free to set up signage, marketing materials, giveaways, anything else you'd like!
- Your company logo, linked to your website, on all digital event marketing and promotions. Event promotion is typically 1-3 times per week to all subscribers in a given market.
- Gracious Thank You from our emcee, recognizing your company's participation on-stage in front of all of the attendees
- Option to distribute marketing materials on every seat prior to the opening onstage panel
- Attendee list with Name, Company and Job Title of all attendees
- 3 complimentary tickets to the event

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Additional activations

ACTIVATION OPTIONS

Enhance your experience by showcasing your brand to attendees throughout the event. Our activation options are the best way to drive brand awareness and set you apart so you're top of mind for every person in the room. All elements of the Booth Sponsorship PLUS one of the below:

- Branded Lanyards for every attendee
- Branded Name-Tags
- Branded Coffee Cups
- Branded Breakfast Station with Branded Napkins
- Branded Morning Agenda
- Registration Booth Branding
- Other customized options such as Speed Networking, post-event cocktail parties and more

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